

<i>SERFF Tracking Number:</i>	<i>UHLC-127068352</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>UnitedHealthcare Insurance Company</i>	<i>State Tracking Number:</i>	<i>48217</i>
<i>Company Tracking Number:</i>	<i>LA25574ST</i>		
<i>TOI:</i>	<i>MS08G Group Medicare Supplement - Standard Sub-TOI:</i>		<i>MS08G.001 Plan A 2010</i>
	<i>Plans 2010</i>		
<i>Product Name:</i>	<i>GROUP MEDICARE SUPPLEMENT</i>		
<i>Project Name/Number:</i>	<i>ADVERTISING/LA25574ST</i>		

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-127068352 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 48217

Sub-TOI: MS08G.001 Plan A 2010 Co Tr Num: LA25574ST State Status: Filed-Closed
Filing Type: Advertisement Reviewer(s): Stephanie Fowler

Authors: Michelle Ambach, Tammy Frederick, Bobbie Walton

Date Submitted: 03/10/2011

Disposition Date: 03/10/2011

Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: ADVERTISING

Project Number: LA25574ST

Requested Filing Mode: File & Use

Explanation for Combination/Other:

Submission Type: New Submission

Group Market Type: Association

Filing Status Changed: 03/10/2011

State Status Changed: 03/10/2011

Created By: Michelle Ambach

Corresponding Filing Tracking Number: LA25574ST

Filing Description:

We enclose for your information and review, proof copies of advertising for use in connection with the AARP group health insurance program. This advertising is new and does not replace any material previously submitted to the Department.

Status of Filing in Domicile: Not Filed

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Group

Group Market Size: Large

Overall Rate Impact:

Deemer Date:

Submitted By: Tammy Frederick

The attached Medicare Supplement Advertisements are Invitations to Inquire. Final production of CA25119ST will have the component number on the bottom left hand corner of the advertisement.

SERFF Tracking Number: UHLC-127068352 State: Arkansas
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 48217
 Company Tracking Number: LA25574ST
 TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
 Plans 2010
 Product Name: GROUP MEDICARE SUPPLEMENT
 Project Name/Number: ADVERTISING/LA25574ST

Company and Contact

Filing Contact Information

Susan Cipollo, Director Susan_J_Cipollo@uhc.com
 680 Blair Mill Rd. 215-902-8444 [Phone]
 Horsham, PA 19044 215-902-8813 [FAX]

Filing Company Information

UnitedHealthcare Insurance Company CoCode: 79413 State of Domicile: Connecticut
 185 Asylum Street Group Code: 707 Company Type: Life and Health
 Hartford, CT 06103 Group Name: State ID Number:
 (860) 702-5000 ext. [Phone] FEIN Number: 36-2739571

Filing Fees

Fee Required? Yes
 Fee Amount: \$200.00
 Retaliatory? No
 Fee Explanation: 4 components @ 50.00 per = 200.00
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$200.00	03/10/2011	45448594

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	03/10/2011	03/10/2011

SERFF Tracking Number: UHLC-127068352 *State:* Arkansas
Filing Company: UnitedHealthcare Insurance Company *State Tracking Number:* 48217
Company Tracking Number: LA25574ST
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
Plans 2010
Product Name: GROUP MEDICARE SUPPLEMENT
Project Name/Number: ADVERTISING/LA25574ST

Disposition

Disposition Date: 03/10/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

<i>SERFF Tracking Number:</i>	<i>UHLC-127068352</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>UnitedHealthcare Insurance Company</i>	<i>State Tracking Number:</i>	<i>48217</i>
<i>Company Tracking Number:</i>	<i>LA25574ST</i>		
<i>TOI:</i>	<i>MS08G Group Medicare Supplement - Standard Sub-TOI:</i>		<i>MS08G.001 Plan A 2010</i>
	<i>Plans 2010</i>		
<i>Product Name:</i>	<i>GROUP MEDICARE SUPPLEMENT</i>		
<i>Project Name/Number:</i>	<i>ADVERTISING/LA25574ST</i>		

Schedule	Schedule Item	Schedule Item Status	Public Access
Form	LETTER	Filed	Yes
Form	PRINT AD	Filed	Yes
Form	PRINT AD	Filed	Yes
Form	PRINT AD	Filed	Yes

SERFF Tracking Number: UHLC-127068352 State: Arkansas

Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 48217

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TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
Plans 2010

Product Name: GROUP MEDICARE SUPPLEMENT

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Form Schedule

Lead Form Number: LA25574ST

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 03/10/2011	LA25574ST	Advertising	LETTER	Initial		45.000	LA25574ST.pdf
Filed 03/10/2011	AS2645ST	Advertising	PRINT AD	Initial		45.000	AS2645ST.pdf
Filed 03/10/2011	AS2646ST	Advertising	PRINT AD	Initial		45.000	AS2646ST.pdf
Filed 03/10/2011	CA25119S	Advertising	PRINT AD	Initial		45.000	CA25119ST.pdf

Here's one way to help you be better prepared for unexpected medical costs.

AARP | Medicare Supplement Plans
insured by **UnitedHealthcare Insurance Company**

Dear Friend,

You can't plan for unexpected medical costs. But you can take measures to help you be better prepared — like having a Medicare supplement insurance plan.

Millions of AARP members have chosen an AARP® Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company (UnitedHealthcare).¹ These plans (and all Medicare supplement insurance plans) help pay for some of the out-of-pocket expenses not paid by Medicare. One of them could fit your needs.

AARP Medicare Supplement Insurance plans feature:

- Competitive rates
- Customer service that you would expect from the AARP name
- A wide variety of plans to meet your needs

And like all Medicare supplement insurance plans, they give you the freedom to choose any doctor who accepts Medicare patients.

I can help you get the information you need to decide if an AARP Medicare Supplement Insurance Plan is a good fit for you.

Are you prepared? Call today for more information [or join me at a seminar to explore your options].

[Date], [Time]

[Location]

[Address]

[City], [State] [ZIP]

[Date], [Time]

[Location]

[Address]

[City], [State] [ZIP]

[Part D prescription drug plans may be discussed].

Sincerely,

[Agent Name]

Licensed Insurance Agent
Contracted with UnitedHealthcare

A UnitedHealthcare® Medicare Solution

[1-XXX-XXX-XXXX]

[agent@email.com]

[optional Agent Address]

¹ Based on [2010] company data verified by Mark Farrah Associates. www.UHCMedSupStats.com

The AARP Medicare Supplement Insurance Plans carry the AARP name and UnitedHealthcare Insurance Company pays a royalty fee to AARP for use of the AARP intellectual property. Amounts paid are used for the general purposes of AARP and its members. Neither AARP nor its affiliate is the insurer.

AARP doesn't make individual recommendations for health-related products, services, insurance or programs. You are encouraged to evaluate your needs and compare products.

Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY 11749, for New York residents). Policy Form No. GRP 79171 GPS-1 (G-36000-4). In some states, plans may be available to persons eligible for Medicare by reason of disability. All plans may not be available in your state/area.

Not connected with or endorsed by the U.S. Government or the Federal Medicare Program.

This is a solicitation of insurance. An agent/producer may contact you.

AARP and its affiliate are not insurance agencies or carriers and do not employ or endorse insurance agents, brokers, producers, representatives or advisors. Call to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.

LA25574ST

You can't plan for unexpected medical costs.

But having a supplemental health insurance plan may help you be better prepared.

Find out if the only Medicare supplement insurance plan with the AARP® name meets your needs.

Consider an AARP® Medicare Supplement Insurance Plan, insured by UnitedHealthcare Insurance Company (UnitedHealthcare). AARP Medicare Supplement Insurance Plans feature:

- Competitive rates
- Customer service that you would expect from the AARP name
- A wide variety of plans to meet your needs

And, like all Medicare supplement plans, AARP Medicare Supplement Plans:

- Provide benefits to help cover some of the out-of-pocket costs not paid by Medicare
- Give you the freedom to choose any doctor who accepts Medicare patients

**Are you prepared? Call today for more information
[or join me at a seminar to explore your options].**

[Date], [Time]

[Location]

[Address]

[City], [State] [ZIP]

[Date], [Time]

[Location]

[Address]

[City], [State] [ZIP]

[Part D prescription drug plans may be discussed.]

[Agent Name]

Licensed Insurance Agent
Contracted with UnitedHealthcare

[1-XXX-XXX-XXXX]

[agent@email.com]

[Optional - Agent Address]



An AARP® Medicare Supplement Insurance Plan could be the right choice for you.



Medicare Supplement Plans
insured by **UnitedHealthcare Insurance Company**

A UnitedHealthcare® Medicare Solution

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AS2645ST



Medicare Supplement Plans

insured by **UnitedHealthcare
Insurance Company**

You can't plan for the unexpected.

But Medicare supplement insurance could help you prepare.

- Competitive rates
- Customer service that you would expect from the AARP name
- Choose any doctor who accepts Medicare patients

Call today for more information [or to find out about seminars in your area].

[Agent Name]

[1-XXX-XXX-XXXX]

Licensed Insurance Agent
Contracted with UnitedHealthcare
Insurance Company

A UnitedHealthcare® Medicare Solution

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AS2646ST

[Agent Address]

[City], [ST] [ZIP]

Get helpful information to better understand your options.

[Recipient Name]

[Recipient Address]

[Recipient City], [State] [Zip]

AARP® | Medicare Supplement Plans
insured by **UnitedHealthcare**
Insurance Company

CA25119ST

**You can't plan for unexpected
medical costs.**

**But having a supplemental
health insurance plan may
help you be better prepared.**



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Insurance Company

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And, like all Medicare supplement plans, AARP Medicare Supplement Insurance Plans also:

- Provide benefits to help cover some of the out-of-pocket costs not paid by Medicare
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**Are you prepared? Call today for more information
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[Date], [Time] [Date], [Time]
[Location] [Location]
[Address] [Address]
[City], [State] [ZIP] [City], [State] [ZIP]

[Part D prescription drug plans may be discussed.]

[Agent Name]

Licensed Insurance Agent
Contracted with UnitedHealthcare

[1-XXX-XXX-XXXX]
[agent@email.com]
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CA25119ST